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LOOKING BACK OVER 1938

Broadcast in the Department of Agriculture portion, National Farm and Home Program, Friday, December 23, 1938, by 99 stations associated with the National Broadcasting Company.

Participants: Ruth Van Deman, Bureau of Home Economics, Wallace Kadderly, Radio Service, Gove Hambridge, Office of Information, E. J. Rowell, Bureau of Agricultural Economics, John Bird, Federal Crop Insurance Corporation, Nathan Robertson, Farm Security Administration, Morrill Tozier, Soil Conservation Service, Wayne Darrow, Agricultural Adjustment Administration, Howard Zahniser, Biological Survey, Marvin Beers, Forest Service, Josephine Hemphill and Morse Salisbury, Office of Information, U. S. Department of Agriculture.

--ooOoo--

KADDERLY:

This is an occasion a bit out of the ordinary. Here are gathered 10 Department of Agriculture people who have been consistent participants in the Department's part of the National Farm and Home program during this year of 1938.

This isn't exactly a Christmas party. However, if I judge rightly from certain appearances --- it might easily become one. After all --- "At Christmas, play and make good cheer, for Christmas comes but once a year."

VAN DEMAN:

"Heap on more wood! The wind is chill;  
But let it whistle as it will,  
We'll keep our Christmas merry still."

KADDERLY:

Is that an original composition, Ruth?

VAN DEMAN:

Oh, no! Sir Walter Scott wrote those words --- many years ago.

KADDERLY:

We'll keep our Christmas merry, still." I like that sentiment.

Farm and Home friends -- At one time or another all of the people here assembled have talked with you during this year but this is the first time they have been in this studio at the same time -----"

HAMBRIDGE:

I wouldn't be surprised if it's the first time we've been together in any place at the same time.

KADDERLY:

Guess you're right, Gove.

Well, we're going to look back over the year 1938 ----- starting with the Bureau of Home Economics represented by Ruth Van Deman.

VAN DEMAN:

Wallace, I thought maybe this was a time when bulletins would speak louder than words. Here's our 1938 reference shelf.

KADDERLY:

All of these? Have we offered all these this year to our Farm and Home listeners?

VAN DEMAN:

Yes, sir. Just for fun I counted them --- 31 in all.

KADDERLY:

"Guides for Buying Sheets, Blankets, and Bath Towels" --- home canning --- home laundering --- menus and recipes for school lunches. --- These are like chapters in a household encyclopedia. And what about Mike Rowell's favorite onion recipes?---

VAN DEMAN:

They're there. And now would you mind passing this package over to Mike.

KADDERLY:

Certainly. Here, Mike.

ROWELL:

What is this?

VAN DEMAN:

A fruit and vegetable review.

KADDERLY:

Reversing things and bringing you the latest from the fruit and vegetable market.

ROWELL: (Opening box)

Thanks -- Must be a joker in this.

KADDERLY:

What is it? Candy?

ROWELL:

I guess it is --- Candy carrots, peas, peaches, pears, strawberries--- They're almost too pretty to eat.

VAN DEMAN:

There's another layer underneath.

KADDERLY:

Berries, Mike. Why they look like raspberries.

ROWELL:

Have one, Wallace? This must be in return for the onion corsage we gave Miss Van Deman some months ago.

KADDERLY:

No doubt! Now that Mr. Rowell has been remembered so nicely---we'll give him a chance to do some remembering.

Mike, you represent the Bureau that is really the pioneer in radio broadcasting so far as the Department of Agriculture is concerned.

ROWELL:

I guess that's right, Wallace. The Bureau of Agricultural Economics began broadcasting market reports way back in 1920. It was the first regular radio service undertaken by the Department.

KADDERLY:

I think our Farm and Home friends would be interested in knowing just how our daily "Swing of the Markets" is put together.---1938 model.

ROWELL:

It's a fast service.

Briefly here's how we get these reports so that you can report prices "up to an hour ago." The reports on fruits and vegetables, butter and eggs, and livestock are sent over special leased wire by our market news men at New York and Chicago.

The prices on cotton, corn and wheat are received by wire - ticker service - through the Commodities Exchange Administration direct from the exchanges at New York and Chicago.

Shipping Point Information - by leased wire and commercial telegraph direct to BAE Washington office. These reports are received during night preceding broadcast.

KADDERLY:

All right. The information is wired to Washington --- but there is still the job of putting it together.

ROWELL:

That's done in about 20 minutes --- and then it's on the way here in the studio by messenger.

KADDERLY:

And the messenger has never failed! It's been a tight squeeze sometimes though.

ROWELL:

(Mentions weekly farm business facts and outlook reports)

KADDERLY:

Now, let's see ---- Where are we. John Bird, your next.

BIRD:

Right here, Wallace. And I give you a crop insurance contract farm. You're not a wheat grower, but the Crop Insurance Corporation presents this

contract form to you as the representative of all the wheat growers in our audience. This contract form isn't worth anything in itself. But it represents a great deal. It represents the security that crop insurance is bringing wheat growers this year -- for the first time in history.

KADDERLY:

John, on behalf of the wheat growers in the audience, I accept this token with appreciation -- the same appreciation for crop insurance that 108,000 wheat growers already have shown by putting 1939 contracts into force.

The security of insured yields -- that we hope will add to the joy of the Christmas season -- and to progress toward better living throughout the nation.

KADDERLY:

Now, Nathan Robertson---if you'll work your way through the crowd toward this microphone.

Mr. Robertson represents the Farm Security Administration. While he is getting into position I want to say that Christmas was a rather sad day for America's low-income farm families a few years ago when more than 1,000,000 of them were on relief.

But hundreds of thousands of these families are going to have a happier Christmas this year because of the way they have helped themselves with the assistance of the Farm Security Administration.

Here's Mr. Robertson. He'll tell you about it. All right, Nate.

ROBERTSON:

During the past year more than half a million farm families have been working back towards independence and security with loans from the Farm Security Administration.

More than a million children in these farm homes will hang up their stockings tomorrow night with a chance for finding something in them Christmas morning. They won't get fancy electric trains or expensive toys, but many of them will find cheaper toys and warm clothing, which for them will put some meaning in the words "Merry Christmas".

Almost 2,000 of these families will be sitting around their own hearths Christmas Eve for the first time. They are the tenant families which have been loaned money this year to buy farms of their own. Imagine what Christmas means to them this year.

And perhaps the happiest of all the families will be the thousands who received medical attention this past year and paid for it through the Farm Security Administration's medical aid program.

KADDERLY:

Yes----the happiest of all.

KADDERLY:

It's a little late now to suggest what people might give for Christmas - but I can think of one good, solid present that might be welcome any time of the year. I'll give Gove Hambridge here three guesses as to what it is.

HAMBIDGE:

A book, Wallace.

KADDERLY:

Right so far. What kind of book?

HAMBIDGE:

I'd say a book about agriculture.

KADDERLY:

You're getting warm, Gove. Very warm. In fact, so warm that I'm taking the third guess away from you. The book I have in mind is "Soils and Men" --- of which you are the editor. "Soils and Men" is a present anyone can give to himself ---- with no cost.

HAMBIDGE:

Wait a minute, Wallace. It isn't quite accurate to say that you give the book to yourself. Actually it's a present from the Congress of the United States. You write to your Senator or Representative and he sends you a copy.

KADDERLY:

True enough. Moreover, "Soils and Men" is a kind of cooperative present, isn't it?

HAMBIDGE:

Yes, it is. First, the book is prepared and written by the Department of Agriculture. Over a hundred agricultural scientists pooled their brains and experience to tell about almost every aspect of soil practice, soil science, and soil economics here in the United States. Then the experts in the Government Printing Office cooperate to make it a good book from the standpoint of printing and binding. Then Congress pays to have it printed and distributes it to those who ask for it. And finally the Post Office Department carries it through the mail free. Yes, it's a cooperative venture, all right.

KADDERLY:

A remarkably effective piece of cooperation, I'd call it - in the service of American farmers. Thank you, Gove. And here's a little surprise - a copy of the Yearbook for you.

HAMBIDGE:

Oh - thanks, Wallace. Well, this is quite a coincidence. I brought along a copy of the Yearbook to give to you. Here it is.

KADDERLY:

Great minds..... etc.  
"Soils and Men."

(Station Break).

A few weeks ago the Secretary of Agriculture announced some major changes in the structure of the Department of Agriculture... Changes that would enable the Department and State agencies to agree with farmers on long-time land use goals..

There are four people in this studio group who represent four branches of the Department directly concerned with the broad problem of land use.... Morrill Tozier of the Soil Conservation Service, Wayne Darrow of the Agricultural Adjustment Administration, Howard Zahniser of the Biological Survey and Marvin Beers of the Forest Service.

Morrill, as you look back over the year 1938 what stands out in your particular field of action?

TOZIER:

It's difficult to put your finger on any one development. But certainly one of the most significant things is the progress that's been made in organizing soil conservation districts. It's important to remember that these districts were organized by men who actually work the land. Under the Soil Conservation Service demonstration program, the government goes into an area where erosion is causing a lot of damage and invites the farmers to take part in a program of erosion control. In a soil conservation district the procedure is exactly reversed. Farmers set up their own organization for controlling erosion and then invite government agencies to come in and help them out. A year ago at this time there were only 14 soil conservation districts in the whole country. Now there are more than 100 covering well over 50 million acres of land.

KADDERLY:

A very encouraging report, Merrill.

Now let's look back over the year 1938 with the Triple-A, and Wayne Darrow. It has been an important period in the history of the farm program, hasn't it, Wayne?

DARROW:

It certainly has, Wallace. 1938 will go down in American agricultural history as a date to be remembered. Congress presented the Nation with much-needed new farm legislation--the Agricultural Adjustment Act of 1938. This Act continued the Agricultural Conservation Program, which provides payments enabling all farmers who will to conserve soil resources. For the dual purpose of soil conservation and acreage adjustment for some crops, it provided acreage allotments. It provided a systematic plan for crop loans.

It gave farmers the legal right to control the marketing of surpluses through the use of quotas. It provided for other agricultural needs, but these things I have mentioned comprise the Triple-A program.

These things, together with crop insurance for wheat, should enable the farmers and government, working together, to maintain an ever-normal granary that will benefit both farmers and consumers.

The Full program authorized in the new act was not available in 1938, but nevertheless, the farmers made good use of the parts that Were available.

To put this fact in language of the Christmas season: The Nation, as represented by the Congress, has given the farmers the most useful farm program they have had. And some 4 million farmers, cooperating in the Triple-A program, have given to the Nation this year improved soils and abundant crops.

KADDERLY:

Passing along, we call upon Howard Zahniser--from the Biological Survey--the nation's wildlife service.

Early this year Howard gave us a sentence with various meanings--depending on which word you emphasized. Just a four-word sentence: "This is our wildlife."

I like it best said like this: "This is OUR Wildlife." It belongs to all of us. Each of us has a responsibility for its preservation.

ZAHNISER:

Well, Wallace, I bring good greetings. People are taking a greater responsibility and its been a fine year for wildlife.

KADDERLY:

That's encouraging. One of the principal parts of our co-ordinated land-use program is the return to wildlife of some areas that have been failures in agriculture.

ZAHNISER:

Good gifts for wildlife. They become refuges. We've added 16 new refuges in 1938. We have 234 now in the United States, with a total of about 8 million acres. And our strict regulations of hunting, vigorously enforced, have been very effective. The resulting waterfowl increases have even permitted a few liberalizations in the hunting rules.

And speaking of liberality--I really ought to mention our New program. It's a Federal-aid program, in which the U. S. Government gives the States 75 percent of the cost of projects that they carry on. That means more benefits for wildlife.

KADDERLY:

Well, that is apropos. And I want to recall some of those word journeys you took us on to some of the present wildlife refuges. We caught more than glimpses of a great many wild creatures. I'm sure that our Farm and Home Friends enjoyed your descriptions.

KADDERLY:

Now we come to a young man who should take a very special bow. He's representing the Forest Service here today. And I'm asking him to take a bow because he is the present author of Uncle Sam's Forest Rangers, collaborating with C. E. Randall, also of the Forest Service. The Pine Cone Ranger Station is known the length and breadth of the United States. Ranger Jim; his wife, Bess; Jerry Quick, his assistant; and Mary, Jerry's sweetheart -- are very much alive to millions of people -- and here is the chap who makes them that way -- the man who creates those authentic and thoroughly human stories of

living and working on a typical National Forest. Marvin Beers.

BEERS:

You make me blush, Wallace. I'm afraid you over-emphasize my part in the affairs of the Pine Cone Ranger Station. After all, Jim, Bess, Mary and Jerry are real. Their counterparts are found on every one of the 158 National Forests of the country. A forest supervisor and his staff are doing things every day -- interesting things.

KADDERLY:

I should say they are.

BEERS:

So, when you write about these things --- well, it's very easy to make Jim, Bess, Mary, and Jerry really live in the minds of the Farm and Home listeners.

KADDERLY:

Not so easy as you make it seem, Marvin. You're doing a grand job --- and contributing much to a national understanding of what goes on in our National Forests.

By the way, Marvin. Christmas is hardly Christmas without a Christmas tree. Many of our Christmas trees come from the National Forests. How many?

BEERS:

About a million last year.-- One tenth of the total number of the trees that brought cheer and happiness to ten million American homes.

Now, Wallace, I want to run over some of the highlights in Forest Service reporting to the Farm and Home listeners during 1938. We have endeavored to keep farmers informed of the advancements being made in farm windbreak and shelterbelt planting in the Great Plains region, under the Prairie States Forestry Project. To date, over 85 million trees have been planted on nearly fourteen thousand prairie farms. As these trees grow in height, they will afford increasing protection to crops and fields on two million acres of farmland.

Last September when the hurricane swept across the New England States with unbelievable destruction, the Forest Service was called upon to aid in the protection and salvage of the thousands of acres of trees that fell before the storm. State and local officers and organizations, the CCC, relief labor, and the Forest Service set to the task of reducing the greatly increased fire hazards from down timber. Thirty thousand New England farmers and timber owners were assisted in salvaging their trees, and in stabilizing timber markets that might be disrupted by the vast amount of salvage timber.

KADDERLY:

And don't forget the reports on the work of the Forest Products Laboratory at Madison, Wisconsin.

I'm sure Josephine Hemphill and Morese Salisbury remember that series --- and especially that day they made a whirlwind inspection of the Laboratory itself. As I recall, Josephine was wearing a new pair of shoes -----

BEERS:

By the way, where is Josephine? And where's Morse Salisbury?

KADDERLY:

Morse Salisbury is down on the farm -- and I'm happy to say we're all invited to his place for a Christmas party. Take us away, George Wheeler.

GEORGE WHEELER:

Your sleigh awaits without. Hop in, folks. From now on, the scene is the farm home of Squire Salisbury -- down in the country. Look at that living room! What a Christmas tree! and there's the jolly Squire himself -- all decked out as Kris Kringle. The first guest, his neighbor -- Miss Hemphill.

JOSEPHINE HEMPHILL:

I declare Mr. Salisbury I never saw a prettier tree.

MORSE SALISBURY:

You think they'll like it?

HEMPHILL:

Indeed they will. I like the old-fashioned strings of cranberries -- and popcorn. What's this? Your whiskers?

SALISBURY:

The same. I'll put 'em on before the company arrives.

HEMPHILL:

In that red suit -- with these whiskers -- you certainly will look the part.

SALISBURY:

Funny thing about this suit . . . Every year it gets tighter -- right across here.

HEMPHILL:

It does? Look at the packages, under the tree. All decorated with holly. From your own holly trees?

SALISBURY:

Yes, every gift in that pile is from my farm -- one way or another. Now take this one . . . Oh shucks! I can't reach it.

HEMPHILL:

You're getting so-- That suit's getting so tight you can't stoop over. Here.

SALISBURY:

Thanks. This is a jar of spiced peaches. . . . Now would you look at that ribbon. It's wilted down.

HEMPHILL:

Fluff out the loops -- this way. I like-- Who gets these peaches?

SALISBURY:

Read the card.

HEMPHILL:

"MERRY CHRISTMAS TO MISS VAN DEMAN." What else you got?

SALISBURY:

Well, for Mike Rowell, a peck of black walnuts.

HEMPHILL:

You mean-- shelled?

SALISBURY:

No ma'am. When would I get time to shell walnuts?

HEMPHILL:

I didn't think --

SALISBURY:

And there's a couple of jars of honey, for Wayne Darrow, and that's -- Now what did I put in that basket over there.

HEMPHILL:

It looks like-- Sweet potatoes?

SALISBURY:

That's it. Sweet potatoes for Wallace Kadderly. Over there's a bushel of apples for Gove Hambidge.

HEMPHILL:

What's this?

SALISBURY:

Sack of popcorn, for Morrill Tozier.

HEMPHILL:

What's in this yellow crock?

SALISBURY:

. Two pounds of Salisbury's Best Butter -- for John Bird.

HEMPHILL:

Here's something marked for Everett Mitchell -- and this big box -- "GREETINGS TO WALTER BEAUFUSS AND HIS GANG." Are they coming, too?

SALISBURY:

Sure they are.

HEMPHILL:

We'll have music. Well, you've got something for almost everybody. What's in this basket?

SALISBURY:

Two dozen eggs, for Howard Zahnizer . . . Guaranteed Strictly Fresh.

HEMPHILL:

You think they're going to stay up strictly -- fresh?

SALISBURY:

Josephine, I hear sleigh bells. They're coming! Quick -- hand me my whiskers!

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ANNOUNCER:

Well well well! It looks like a real Christmas party, down on the Salisbury farm. (Cue for return to CHICAGO)

